

RETAIL PROGRAM

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- The 2023 summer season kept retail busy with growth of sales increasing 18 % from 2021 sales last year at this time, Sept. 30 sales report. RMNP visitation is slightly down for this year. The chart below shows statistics of revenue sales.
- Sufficient retail product is a priority for supplying visitor centers to the fullest for increasing revenue and giving visitors a variety of items to select.
- Retail office, with fulfilled positions of managers and coordinator benefited in maintaining valuable support with the expansion of retail duties. Overall development of this department relies on a unified team and its employees.

Store Code	Store Name	Sales 2022 Year	Sales 2021 Year
AVC	Alpine Visitor Center	1,322,493.64	1,225,362.18
BVC	Beaver Meadows Visitor Center	2,028,927.10	1,285,139.68
FVC	Fall River Visitor Center	638,494.58	668,593.14
KVC	Kawuneeche Visitor Center	551,275.45	523,874.29
MVC	Moraine Park Visitor Center	377,631.14	441,444.86
Totals		4,918,921.90	4,144,414.16

Recent Accomplishments and Current Activities

- **RMNP Retail Stores**
 - BVC for the season has exceeded sales over all other VC's each month from June through Sept. This is contributed to large number of visitors prior to entering the park are inquiring about information, asking park reservation questions or shopping. This location continues to have 2-3 merchandise pulls daily due to abundance of sales and continued warehouse support of maintaining product inventory for visitors.

- FVC location was able to keep the expanded sales area throughout the season allowing more product to be displayed. This location was the only VC that had all season open exhibits for visitors. Some major challenges for the retail clerks were register equipment failure up to 4 times a day or all day, due to loss of IT connectivity. This in turn caused employee frustration to the point of clerks wanting to quit, requiring manual sales of visitors leaving credit card information causing loss of sales. This lasted for 2 months with IT trying to figure out a solution, change of internet providers wasn't obtainable to this location. This was resolved after extensive investigation and corrected late summer.
- AVC store operated smoothly with a fantastic team of NPS rangers and RMC clerks working cohesive. This location is difficult to fulfill the schedule with capable clerks due to long hours, high visitation, and altitude conditions. This location is demanding, small area, bottle neck entrance and has checkout line issues that all were overcome with personnel intelligence and attitude. This VC requires daily the warehouse delivery person leaving with inventory pull of 12-15 totes at 6:30 am to stock before the store opens for delivering product for the day.
- KVC has held its own with sales exceeding last year for this same timeframe. Even with the sales area being smaller but reorganized efficient for shopping flow could have contributed to this. Various challenges had to be addressed this season here, keeping retail managers and RMC Human Resources department busy to find a unified solution.
- MVC this season has the most challenges due to bat activity on both levels of the building. This continued from opening in June that led to a few NPS personnel being rabies vaccinated for handling bats. Protocol was put into place during operating hours for bat movement into public areas, to evacuate, wait, call vaccinated staff and open back up if bats left. This caused MVC to close numerous times during the summer and eventually closed the upper exhibit area permanently on Aug. 25th. RMC store was allowed to remain open a couple more weeks until the building was deemed closed early for the season on Sept. 10th for public safety and bat mitigation for them to move out of the building. All store merchandise and IT equipment was moved out for winter closure. By closing intermittently RMC estimated a loss of 10k and we are anticipating about a 70k loss in sales from final closure.
- **Outlet Stores**
 - The Old Gallery operated effortlessly with collaboration with clerks and Gallery employees this season. It is projected that sales will be down based on fewer merchandise stocking each week compared to last season. The end of season, Oct 10th will give results for revenue.
 - Florissant Fossil Beds NM location communication is excellent with NPS employees and our RMC clerk, Linda that has worked for us many years. All are

supportive of RMC store and making the visitor experience memorable. We were able to add additional merchandise approved by the park for sales.

- Grand Mesa NF has improved in several ways with the new Supervisor being supportive of RMC clerks, store sales and wanting the best for visitors. This location is looking at improvements in all areas, the building functions, technology aspects, exhibits etc. This VC experienced 8,000 more visitors this season making it to 40,000. Additional merchandise was purchased for the season, knowing there was insufficient amounts last season. For end of inventory could be higher with product that had to be purchased in larger amounts lasting additional seasons. Expected revenue should exceed last season.
- South Park Ranger District has facility operations Monday-Friday, closed weekends making RMC sales a loss with visitors. They are still experiencing low employment to fulfill positions for operating entirely.
- Medicine Bow NF, Wyoming Visitor centers remain closed.

- **Warehouse**

- The summer season is always challenging with maintaining inventory balances for each visitor location. Each of them requires different displays, merchandise and stocking deliveries. BVC and AVC are still the main stores that need extra attention to providing substantial items and keeping track for multiple times season changes. Soft goods, apparel being the leading seller every day, is looked at, to making sure we have each size available. Every year one size sells overall more, making fill-in-orders to be placed to get the product back in the warehouse and stores in timely manner.
- Understanding exclusive product and placement is always necessary. AVC with high elevation, cold temperatures product needs to have more sweatshirts over tees placed there. Product related to location; the Trail Ridge Road tee sells 10X at AVC then if placed at MVC. This is the configuration knowledge that is warranted at each location for best revenue returns.
- Reorganized the storage units under the Country Market (Cage & Playhouse) to improve efficiency when resupplying the main warehouse for pulling.
- Removed retail product/equipment from Q48 Garage & Field Institute building.

- **Retail Website**

- Beginning of June, online store has made \$17k in net sales. New product is continually being added to the site for update styles. Shipping products UPS daily, USPS once to twice a week, ensuring that customers receive their purchases in a timely manner. Also have initiated emailing customers tracking numbers of purchases to prevent numerous calls on order delivery dates. This allows better work-time management.

- **IT**

- Worked to restore stable internet capabilities at FVC along with periodically repairing IT issues at all locations during the season. Ongoing training with clerks to teach solutions to common computer issues faced at the visitor centers.
- Will be working with Greystone and Big Hairy Dog to set up new retail computer system at Estes Park Visitor Center once MOU has been signed

Upcoming Activities and Projects

- RMC will again operate FVC solely throughout the winter/spring season. RMC clerks will be required to maintain the store sales and give park information to the public. During this time the FVC kiosk entrance project should begin and will impact the store sells.
- Closing stores Oct 10th are AVC, Bear Lake Kiosk and TOG for the season. Move product and IT equipment back into warehouse locations.
- End of year inventory counts will begin starting in November with product adjustments for open VC's and then all storage units in December. Outlet store inventory will be done in December.
- EPVC partnering with RMC to open an RMC retail store downtown in the building has been delayed through October pending an EP board meeting. Both parties have met with plans for operations and store layout. Continued discussion for this project is being set.
- KVC exhibit and retail area remodel project is moving forward. The RMC store area has been approved and will move forward when the park does.

Challenges and Opportunities

- Continued communication for solving the bat issue at MVC is planned for the park this Fall. MVC is planning to operate next 2023 season with the RMC store remaining the entire area. MVC expand the lower-level sales area in August to include another 200 sq. feet. New slat wall and trim was constructed on the walls are like existing store areas.
- Hiring and scheduling continue to be the dominant challenge for RMC retail with clerks and warehouse. Retail frequently has ads placed for RMNP and Outlets locations. We have had numerous employees change jobs, schedules and must manage daily duties to accommodate the changes.

Program Financials

- Plan to hire a second full-time warehouse benefit position.
- Purchase 2023 spring orders with delivery in 2022 for merchandise availability for stores.